



Statewide Performance Indicators 2011

Economic Indicators	2008	2009	2010	2011*	% Change 2010-2011
Total Tourism Spending	\$6,925,000,000	\$6,232,000,000	\$6,525,000,000	\$6,869,000,000	5.3%
Total Direct Tourism-Related Tax Revenues	\$908,158,445	\$806,099,765	\$841,768,323	\$890,451,418	5.8%
State Tax Revenues	\$540,000,000	\$480,000,000	\$501,000,000	\$528,179,494	5.4%
Local Tax Revenues	\$368,000,000	\$327,000,000	\$341,000,000	\$362,271,924	6.2%
Total Tourism Related Employment	136,893	120,216	122,839	124,059	1.0%
Direct Tourism Employment	94,008	80,040	81,907	82,584	0.8%
Indirect & Induced Tourism Employment	42,885	40,176	40,932	41,475	1.3%
Tax Indicators	2008	2009	2010	2011	% Change 2010-2011
Transient Room Tax	\$34,146,087	\$28,570,035	\$31,038,780	\$33,578,386	8.2%
Restaurant Tax	\$33,488,426	\$32,060,724	\$33,076,457	\$34,815,596	5.3%
Resort Community Tax	\$13,084,956	\$11,135,432	\$12,022,074	\$13,130,416	9.2%
Total Gross Taxable Sales (GTS)	\$47,360,540,317	\$44,409,394,852	\$41,527,956,595	\$44,298,172,825	6.7%
Total Tourism-Related GTS	\$6,925,000,000	\$6,232,000,000	\$6,525,000,000	\$6,869,000,000	5.3%
Eating & Drinking GTS	\$3,065,310,786	\$3,137,382,768	\$3,040,941,922	\$3,261,590,729	7.3%
Hotels & Lodging GTS	\$1,041,179,915	\$982,073,147	\$994,403,136	\$1,151,353,302	15.8%
Volume Indicators	2008	2009	2010	2011	% Change 2010-2011
Total Visitors	20,340,000	19,400,000	20,200,000	22,009,324	9.0%
Salt Lake International Airport	20,790,400	20,432,218	21,016,686	20,389,474	-3.0%
National Park Visitors	5,670,851	6,002,104	6,072,900	6,304,838	3.8%
National Monument & Rec. Area Visitors	3,103,288	4,873,800	4,928,359	5,059,609	2.7%
State Park Visitors	4,564,770	4,820,930	4,842,891	4,803,876	-0.8%
Utah Welcome Center Visitors	412,458	428,319	447,439	413,196	-7.7%
Total Skier Visitors	4,258,900	3,972,984	4,223,064	3,802,536	-10.0%
Statewide Hotel Occupancy Rate	63.7%	57.0%	59.7%	62.7%	5.0%

* Performance Indicators provided by GOPB, Tax Commission, National Parks Statistics, State Parks, Ski Utah, Rocky Mountain Lodging Report, D.K. Shifflett & Associates, Ltd.